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**CROATIA**

## ACTIVITY OVERVIEW

# Pro-Media Program



*The USAID-assisted independent television network CCN, received 2 of the Croatian Journalist Association's most prestigious awards: the best television program (for the daily news program "Vijesti dana") and for the best investigative report.*

Implementer: International Research and Exchanges Board (IREX) ProMedia II

Partners: Association of Independent Radio Stations; Association of Independent Television Stations, Croatian Journalist Association (CJA)

U.S. Agency for International Development  
[www.usaid.gov](http://www.usaid.gov)

### **Project completed September 2004**

In the 1990's, the independent commercial media was controlled through legislation that prevented access to a national audience and placed it under central government control. The USAID-funded ProMedia program strengthened independent print and broadcast media -- an independent alternative to government information and ensures citizens have access to balanced news sources. ProMedia improved business and management practices and expanded revenues for commercial media to remain solvent and self-sustaining. It helped create Croatia's first independent television network and the country's first independent radio network. As a result, 24 media outlets (13 radio, four print and seven television stations) are generating self sustaining revenue. Croatia's only independent television network is financially and technically independent. This program assisted independent media outlets and journalists with training, strengthened media associations and facilitated the further development of independent media.

It also provided advice on legal reforms that supported independent media. For example, USAID assisted the Government of Croatia in developing media legislation that enabled nationwide networking. The government also indicated that it will use the recommendations of the independent media working group in developing the new Media Law and to meet EU standards regarding independent media.

**Results** Fourteen radio stations received assistance covering approximately 60% of Croatia and 85% of the population. The program created and strengthened the Association of Independent Radio Stations and worked with the BBC to provide a model radio network. Assistance was also provided to five Serbian language stations.

Seven members of the first independent television network that challenged state media, provide a balanced alternative to government news and acts as a model for balanced media coverage, professionalism and sound management practices. Network members serve approximately 65% of the population.

Over 700 journalists were trained in summer workshops and international training programs to improve journalism practices. Television and radio networks are also model training centers for practicing media professionals.